

### AMENDMENTS TO THE CLAIMS

Claim 1 (Currently Amended): An apparatus for ~~controlling a backlight of a liquid crystal display (LCD) and~~ processing visual signals to be displayed on a liquid crystal display (LCD), comprising:

a receiving means for receiving LCD backlight intensity information from an end user terminal having the LCD;

~~a generation means for generating an adjusted backlight intensity information to reduce the power consumption of an end user terminal having the LCD; and~~

an adaptation means for adapting one of or both of brightness and/or contrast of the visual signal based on the received LCD backlight intensity information; ~~and displaying the adapted visual signal on the LCD.~~

a transmitting means for transmitting the adapted visual signal to the end user terminal.

Claim 2 (Currently Amended): The apparatus as recited in claim 1, wherein if the LCD backlight intensity information indicates that the backlight of the LCD is adjusted from the original luminance value Y to a value Y', the adaptation means adapts the ~~original~~ pixel value of the visual signal ~~proper for the original luminance value Y~~ to a pixel value proper for the ~~adjusted luminance value Y'~~.

Claim 3 - 4 (Cancelled)

Claim 5 (Currently Amended): A method for ~~controlling a backlight of an LCD and~~ processing visual signals to be displayed on a liquid crystal display (LCD), comprising the steps of:

a) receiving LCD backlight intensity information from an end user terminal having the LCD;~~generating adjusted LCD backlight intensity information to reduce the power consumption of an end user terminal having the LCD; and~~

b) adapting one of or both of brightness and/or contrast of the visual signal based on the received LCD backlight intensity information; ~~and displaying the adapted visual signal on the LCD.~~

c) transmitting the adapted visual signal to the end user terminal.

Claim 6 (Currently Amended): The method as recited in claim 5, wherein if the LCD ~~adjusted-backlight~~ intensity information indicates that the backlight of the LCD is adjusted from the original luminance value Y to a value Y', the ~~original~~ pixel value of the visual signal ~~proper for the original luminance value Y~~ is adapted to a pixel value proper for the ~~adjusted~~ luminance value Y' in the step b).

Claims 7 - 8 (Cancelled)

Claim 9 (New): An apparatus for processing visual signal, comprising:  
an end user terminal with a liquid crystal display (LCD) for generating and transmitting LCD backlight intensity information, and displaying a visual signal on the LCD;  
a receiving means for receiving the LCD backlight intensity information from the end user terminal;  
an adaptation means for adapting one of or both of brightness and contrast of the visual signal based on the received LCD backlight intensity information; and  
a transmitting means for transmitting the adapted visual signal to the end user terminal.

Claim 10 (New): The apparatus as recited in claim 9, wherein if the LCD backlight intensity information indicates that the backlight of the LCD is adjusted from the original luminance value Y to a value Y', the adaptation means adapts the pixel value of the visual signal to a pixel value proper for the value Y'.

Claim 11 (New): The apparatus as recited in claim 9, wherein the end user terminal dynamically generates the LCD backlight intensity information according to the visual signal displayed on the LCD.

Claim 12 (New): A method for processing visual signal in a system comprising an end user terminal with a liquid crystal display (LCD) and an adaptation apparatus, comprising the steps of:

a) in the end user terminal, generating and transmitting LCD backlight intensity information to the adaptation apparatus;

b) in the adaptation apparatus, receiving the LCD backlight intensity information from the end user terminal;

c) in the adaptation apparatus, adapting one of or both of brightness and contrast of the visual signal based on the received LCD backlight intensity information;

d) in the adaptation apparatus, transmitting the adapted visual signal to the end user terminal; and

e) in the end user terminal, receiving and displaying the adapted visual signal on the LCD.

Claim 13 (New):                      The method as recited in claim 12, wherein if the LCD backlight intensity information indicates that the backlight of the LCD is adjusted from the original luminance value  $Y$  to a value  $Y'$ , the pixel value of the visual signal is adapted to a pixel value proper for the value  $Y'$  in the step c).

Claim 14 (New):                      The method as recited in claim 12, wherein the step a) includes dynamically generating the LCD backlight intensity information according to the visual signal displayed on the LCD.